

MAR 8 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 5, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<div style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;"><u>UNOFFICIAL ANNOUNCEMENT FROM FASHION ORIGINATORS' GUILD OF AMERICA</u></p> <p>Inquiry among the members of FOGA indicates that very few formal Summer Openings will be held due to the uncertainty and unpredictability of events. However, most of them will add a few items to sweeten up the line and Buyers and Press are invited to see the additions as they come in.</p> </div>			
Friday March 5- April 6	SPECIAL EXHIBITION: "AMERICAN INDUSTRY AT WAR"	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
	This is a special exhibition of American Industry at War expressed in terms of water colors and drawings by Lili Rethi, artist; Hugh Ferriss, architect; and James Sessions, water colorist. About 70 pictures on loan from industrial corporations, individuals and the Architectural League, including battle scenes of the Pacific, China and Russian front done from imagination. Also war factories and power dams by Hugh Ferriss. Open to public. Admission, free. Publicity: Alice Merriam, RH. 4-7690.		
Saturday March 6 10:30 A.M.	"TRICKS FOR TEENS" CLUB MEETING	SAKS 34TH STREET	B'WAY AT 34TH STREET DEBUTEN SHOP, 2ND FL.
	Once a month, teen-age girls get glorified consideration from this store which presents glamour guests, refreshments and a fashion show of teen clothes. Guests include Peter Donald of "Can You Top This", and one of the "Korn Kobblers". This is the age group which stores are eager to encourage and train in a style sense to become the high-style customers of the future after the duration. Open to Press and Teens. Publicity: Margaret Pierce, LA. 4-7000.		
Saturday March 6 12:30 P.M.	BROOKLYN ALL-SCHOLASTIC FOOTBALL TEAM LUNCHEON	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET GALLATIN ROOM, 6 WEST
	A. & S. is holding its 17th Annual Football Luncheon for members of the Brooklyn All-Scholastic Football Teams. At the luncheon the 22 boys on the First and Second teams will receive watch charms inscribed with their names. By invitation. Publicity: Emily Adamson, TR. 5-7200.		
Now Going On	BRITAIN'S WAR-TIME NUTRITION	N.Y. MUSEUM OF SCIENCE AND INDUSTRY	RCA BUILDING 30 ROCKEFELLER PLAZA
	Britain's war-time problem of feeding herself has now been inherited by us as our own national problem. Therefore this exhibit of food through rationing with the aid of scientifically planned diets, is of special interest. Open to public. Admission, 28¢. Publ.: Mr. Clinton Thomas, CI. 6-2075.		
Now Going On Through May 9	NATIONAL PHOTOGRAPHIC CONTEST FOR MOTHER'S DAY	INTERNATIONAL ASSOCIATION OF DISPLAY	THROUGHOUT COUNTRY
	The Association is conducting a Mother's Day National Photographic Contest, in cooperation with the promotion of Mother's Day, Sun., May 9th. Contest slogan: "Remember Mother--The Bravest Soldier of Them All." Stores may send in photographs of their window displays. Awards will be given to 1st, 2nd, and 3rd prize winners and 10 honorable mention awards. Contact: Mr. Edward Grey Adv. Agency, 166 West 32nd St., CH. 4-3900.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going on Through April 15	3RD ANNUAL NATIONAL SEWING CONTEST The third annual National Sewing Contest sponsored by the National Needle- craft Bureau is now currently in newspapers across the country and will continue through April 15. The six national winners will be brought to New York where a fashion show (date to be announced later) will be held featuring the winning garments. Further information from Gwenn McKenna, Tom Fizdale, EL. 5-5580.	NATIONAL NEEDLE- CRAFT BUREAU	THROUGHOUT COUNTRY
Now Going on Mondays, Wednesdays 6:45- 9:15 P.M.	EVENING COURSES IN FASH- ION MDSING, RETAILING, ETC. Two evenings a week, Monday and Wednesday, courses are given in Fashion Merchandising, Store Systems, Fashion Retailing, Salesmanship, Fashion Co- ordination, Personality Clinics, Color, Design and Fashion History. Cost for entire evening courses of 30-weeks duration is \$175, plus \$15 regis- tration. Contact: Ethel Hilts, Laboratory Institute, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET
Now Going on 7:00- 8:30 P.M.	EXPANSION OF DAY & EVENING FASHION CRAFTS COURSES The Central High School of Needle Trades is expanding its day and evening training classes. Previously, only dressmaking, millinery and dress operating were given, now shoe manufacturing is included and the fur in- dustry is a near future project breaking down the tradition that fur manu- facturing in the past has been closed to women. This new departure will open up fur operating, cutting, finishing and designing as a new creative and technical course for women, approached and backed by the fur unions. Contact, after 7 P.M., PE. 6-7182.	CENTRAL HIGH SCHOOL OF NEEDLE TRADES	225 WEST 24TH STREET

WEEK BEGINNING MONDAY, MARCH 8, 1943

Monday March 8 11:00 P.M.	PRESS PREVIEW: NEW SPRING HATS Presentation of Lil Picard's Custom-Order hats from Custom Hat Box. Press strictly by invitation. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AVE. AT 59TH CUSTOM HAT BOX, 3RD FL.
Monday March 8 12:30- 1:30 P.M.	WEEKLY "QUICKY" FASHION SHOW Streamlined approach to fashion during the lunch hour arranged weekly by this 34th Street store in the heart of our white-collar girl section. Press and career girls invited. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	33 WEST 34TH STREET 2ND FLOOR
Monday March 8 1:00 P.M. Luncheon	SPRING AND SUMMER COLLECTION Mr. Collins is a well-known New York designer with a fashionable private clientele. Open to public. Luncheon, \$2. Press by invitation. Collins Publ.: Ann Roundtree, PL. 3-9403. Dir. of Fashion Shows: Mary Rice, PL. 3-4500.	HARRY COLLINS (647 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 8 1:00- 4:00 P.M.	OPENING: NORLYST ART GALLERY--A DEPARTURE This is a new venture, an unprejudiced gallery to hang specialist artist work which refuses to be placed in any particular category. Highly demo- cratic hanging a so-called academic picture alongside a surrealist or an abstraction. Purpose of gallery: to help art contribute to the war effort. Open to public, March 9th, 11 A.M.-6 P.M. Contact: E. Lust, CI. 6-7247.	NORLYST GALLERY	59 WEST 56TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 8 5:30 P.M. On.....	NATIONAL COTTON CONFERENCE FORUM General Staff and leading military experts will deliver army reports to the Cotton Textile Industry taking up such subjects as civilian supplies, contracts, and relation of cotton to the war. Among speakers are Colonel Ginsburgh, General Staff Corps; Colonel Stevens, Quartermaster Corps and Mr. Maurice Hirsch, O.P.A. Open to all interested. Tickets from N. Y. Cotton Exchange. Contact: Mr. Vonstein, BO. 9-7880.	U. S. ARMY AND N.Y. COTTON EXCHANGE	BILTMORE HOTEL MAIN BALLROOM
Monday March 8 6:30 P.M.	ANNUAL MEMBER- SHIP MEETING This meeting will include reports of officers, election of new board of directors and discussion of business during past year and plans for the future. Open only to members of Association. Dinner, \$3. Contact: Joseph Dubow, LO. 5-6122.	MERCHANTS' LADIES' GARMENT ASSOCIATION	ASTOR HOTEL BROADWAY AT 45TH ST.
Monday March 8 8:00- 11:30 P.M.	NAT'L AMATEUR FIGURE SKATING CHAMPIONSHIP Proceeds of the evening will be turned over to the American Flying Services Foundation. More than 150 skaters representing 120 skating clubs throughout the country will take part. This is the first time since 1932, that the New York Skating Club has held the competition and the number of entries is larger this year than ever in the history of figure skating. Tickets, 55¢ to \$2. Contact: Lillian Jenkins, Publ.Dir., Garden, CO. 5-6800.	U.S. FIGURE SKATING ASSOCIATION	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Week of Monday March 8	EXHIBIT OF FASHIONS OF PIONEER PERIOD, 1846 Miniature replicas of historic costumes of the Mexican War period with adaptations by Traphagen students. Third in a series showing fashions of the 8 periods when the nation has been at war. Besides 1846 costumes, the display includes shoes, buckles, fans, scarfs, snuff boxes of the same period. Open, 9 to 9, Saturdays until 5. Contact: Miss Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Monday March 8- March 20	41ST ANNUAL TOY FAIR For further information contact: Mr. H. D. Clark, GR. 5-6686.	TOY MANUFACTURERS ASSO- CIATION OF UNITED STATES	McALPIN HOTEL AND SHOWROOMS AT 200 5TH AND 1170 BROADWAY
Tuesday March 9 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM-MADE SUITS A fine fashion show of de luxe tailored costumes, furs and hats. Open to public. Luncheon, \$2. Press by invitation. Knize and Gunther Publicity: Viola Shefer, PL. 3-2116. John Frederics Publicity: Ruth Ann French, PL. 3-1010. Ritz Publicity: Marion Morrison, PL. 3-4600.	KNIZE SUITS (20 E. 56) GUNTHER FURS (666-5th) JOHN FREDERICS HATS (29 E. 48)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 9 2:00- 6:00 P.M.	PRESS PREVIEW: TWO ONE-MAN PHOTO EXHIBITS New Yorkers will have a preview of two one-man exhibitions of photography before they are circulated around the country. Subjects: "Children", photographs by Helen Levitt and "Birds in Color", flashlight photographs by Eliot Porter. Exhibit opens to public, Wednesday, March 10th through April 18th. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 9 3:00 P.M.	SHOE INFORMATION STRAIGHT FROM THE FEED BOX To clarify what's going on in the shoe industry with rationing, government regulations and consumer reaction, I. Miller, one of the leaders of the shoe industry will present the case to the Press with news explanations and examples of new patriotic shoe presentations. Press by invitation only.	I. MILLER & SONS	689 FIFTH AVENUE ENTRANCE, 1 E. 54TH, 2 FL.
Tuesday March 9 4:00 P.M.	FASHIONS FOR THE BRIDE Anticipating needs of the Spring bride with accent on both civilian and furlough weddings. Press and public. Publ.: Rose Rulnick, TR. 5-8100.	FREDERICK LOESER, BROOKLYN	484 FULTON STREET 5TH FL. RESTAURANT
Tuesday March 9 4:00 P.M.	"MAKE A SENSATION WITH NEEDLE AND THREAD" Now that the "sewing machine girl" is coming back into style, Namm's invites teen girls to learn to sew their own--practically and patriotically. Round-the-clock Advance Patterns will be cleverly adapted to teen activities in Spring '43 Namm fabrics. Press and Teens invited. Publicity: Dorothy Meyer, TR. 5-5700.	NAMM'S & ADVANCE PATTERN COMPANY	THE NAMM STORE, B'KLYN COLONIAL ROOM, 3RD FL.
Tuesday March 9 6:30 P.M. (Postponed from 3/1)	DINNER OF ADVERTISING WOMEN "What Price, Less Food", is the theme of an address by Roy Hendrickson of U.S. Food Distribution Administration. He spends millions of dollars daily to feed the world. Also Clarence Francis, Pres. of General Foods, and a member of Food Industries War Committee will speak. For reservations, \$3.50 per person, contact: Adv. Women of N.Y., 47 W. 34th St., WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	BILTMORE HOTEL MADISON AVE. AT 43RD
Tuesday March 9 9:00 P.M.	"WE WILL NEVER DIE", MASS JEWISH MEMORIAL, MADISON SQUARE GARDEN, 8TH AT 50TH This is a ceremony with 500 Synagogue choir singers enacting epic events in Jewish history from the time of Moses to our present-day Einstein. Pageant written by Ben Hecht, called "Remember Us". Staged and produced by Billy Rose, with 100-piece symphony orchestra playing Special Score written and conducted by Kurt Weill. Publicity: David Lipsky, Jean Dalrymple, MU. 5-7736.		
Wednesday March 10 12:30 P.M. Luncheon	FASHION GROUP LUNCHEON MEETING Mr. Howard Clark, President, of the Quantacolor Associates, will address the Fashion Group membership on the subject: "Quantacolor", a yardstick by which people in industries using color, can apply fundamental principles to its selection and correlation. Visual demonstrations with merchandise. Open to members and guests. Luncheon, \$1.45 (incl. tip). For reservations, contact: CI. 7-1734.	THE FASHION GROUP, INC. HOME FURNISHINGS DIVISION	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Wednesday March 10 1:00 P.M. Luncheon	AFTERNOON GOWNS AND STROLLING SUITS This is a luncheon fashion show of Suits in the British manner by British Tweeds (727 Madison Avenue) and afternoon clothes in Park Avenue style by Peggy Roth (400 Park Avenue). Open to public. Luncheon, \$2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.	BRITISH TWEEDS INC. & PEGGY ROTH	WALDORF ASTORIA HOTEL SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 10 6:00 P.M.	PRESS OPENING: ENLARGED MILLINERY AND SUIT SHOP To celebrate the opening of the newly redecorated combined Millinery and Suit Shop, there will be a half-hour fashion showing on live models with cocktails following. Press invited. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	33 WEST 34TH STREET 3RD FLOOR
Thursday March 11 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS Open to public. Luncheon, \$2. Press by invitation. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Alma Zaiss, PL. 3-1740.	R.H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL PERSIAN ROOM
Saturday March 13 3:30 P.M.	ANNUAL BRIDGE AND FASHION SHOW Fashion show presented by Martin's. Admission, \$1.25. Contact: Miss Sylvia Silverman, CI. 6-4400, ext. 362.	MARTIN'S, B'KLYN FOR ADELPHI COLLEGE ALUMNAE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Monday March 15- March 17 9:00 A.M.- 11:00 P.M.	INTERNATIONAL BEAUTY SHOP OWNERS CONVENTION Beauty authorities of every phase of international grooming, will present newest gadgets and latest methods to solve beauty problems created by shortages and priorities. 200 manufacturers will exhibit and guest hair-dressers will demonstrate the coiffures American women will wear in 1943 at home, in war work, and at defense plants. Other features, classes and forums on the hair-and-hat problem. Further information, contact: International Beauty Shop Owners Convention, 19 West 44th St., MU. 2-4382.	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL BALLROOM
Monday March 15 1:00 P.M. Luncheon	MOTHER-AND-"GROWN"- DAUGHTER FASHION SHOW Luncheon fashion show presentation, by the newly organized Florence and Rejean Reichman business-team. Together, Florence and Rejean, actually mother and daughter, will present hats and dresses intended for each other. Rejeans runs the retail dress department in the Reichman establishment at 1 W. 57th St., featuring selected fashions for her mother's contemporaries and her own. Florence Reichman will show hats especially intended for these dresses. How can such team-work miss! Open to public. Luncheon, \$2. Press by invitation. Dir. of Fashion Shows, Mary Rice, PL. 3-4500.	FLORENCE AND REJEAN REICHMAN	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 15 8:15 P.M.	FUND RALLY: RED CROSS AT WAR This will be a dramatic spectacle given by the 1943 Red Cross efforts to make America aware of how much the Red Cross has been doing at home and abroad and how badly funds are needed. Work on the battlefronts, in prison camps, in the Armed Services and in civilian blood donations go on relentlessly and constantly needing more money. This event will be staged by Leon Leonidoff of Radio City Music Hall. Speakers include Mrs. Eleanor Roosevelt; Secretary of the Navy, Frank Knox; etc. Free tickets from Red Cross War Office, 130 W. 42nd St., N.Y.C. Publ.: Don O'Brien, BR. 9-2104, ext. 246.	AMERICAN RED CROSS	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Tuesday March 16, March 17 10:00 A.M. & 2:00 P.M.	ANNUAL FUR FASHION PROMENADE This fur designer always adds showmanship to his collection of furs. Generally, Hollywood star names and other arresting tie-ups are included, and collateral newspaper, motion picture, and magazine promotion back the showing. Sol Vogel fur originations include high-style and popular-priced models. Open to fur buyers, manufacturers, fur trade and Press. Further information from Sam Herish, PE. 6-7426.	SOL VOGEL (FUR DESIGNER) (330 SEVENTH AVENUE)	GOVERNOR CLINTON HOTEL 7TH AVE. AT 31ST ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 16 10:30- 12:00 A.M.	FIRST LESSON IN VICTORY GARDENING This course promises to be so large that only those who have registered from March 6th to 8th in Bloomingdale's Green House, will be admitted to the class on March 16th when it is opened. It consists of courses given twice a week, Tuesday and Thursday from 10:30 to 12 A.M. Publ.: Karen Hollis, VO. 5-5900.	A.W.V.S. AT BLOOMINGDALE'S	LEXINGTON AVE. AT 59TH SPECIAL ASSEMBLY RM, 6TH
Tuesday March 16 1:00 P.M. Luncheon	SPRING CURTAIN RAISER Jane Engel will raise the curtain on new Spring fashions at luncheon at the Ritz. Open to public. Luncheon, \$2. Press by invitation. Engel Publicity: Herbert Bijur, RH. 4-0300. Ritz Publicity: Marion Morrison, PL. 3-4600.	JANE ENGEL (1025 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 16 2:00- 6:00 P.M.	PRESS PREVIEW: SMALL ARCHITECTURE EXHIBIT The Museum will preview a small exhibition of architecture, "Five California Houses". Each house will be shown in three dimensional units using photographs, plans, models and building materials. Opens to public Wednesday, March 17th through April 18th. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Wednesday March 17 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS Open to public. Luncheon, \$2. Press by invitation. Harry Collins Publicity: Ann Roundtree, PL. 3-9403. Waldorf: Ted Saucier, EL. 5-3000.	HARRY COLLINS (647 5TH AVE.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday March 18 12:30 P.M. Luncheon	BI-MONTHLY PUBLI- CISTS LUNCHEON Believing that arbitration makes for good public relations, the Publicity Club will stage an extraordinary event at next lunch. Entire program will be provided by the American Arbitration Assoc. to emphasize importance of arbitration in the present and post-war employment situation affecting us all. Open to members and guests. Contact: Mr. Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR
Thursday March 18 1:00 P.M. Luncheon	ORIGINAL MODELS AND READY-TO-WEAR COLLECTION This is Jonai's Spring Collection ensembled with Lilly Dache hats. Open to public. Luncheon, \$2. Press by invitation. Jonai Publ.: Mr. Nathan, PL. 5-5430. Plaza Publicity: Alma Zaiss, PL. 3-1740.	JONAI INC. (78 E. 56TH ST.)	PLAZA HOTEL PERSIAN ROOM
Saturday March 20 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW AND DANCE Annual event whereby fashion industry undertakes to raise substantial funds to help maintain this well-run orphan asylum. Fashions by leading Seventh Avenue creators (names to be listed later) are displayed and there is dancing after the show. Show under direction of Ann Lauren. Tickets, \$1.65 to \$5.50. Contact: Mrs. Gustave Hartman, AL. 4-8300.	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Monday March 22	NATIONAL SPRING MILLINERY OPENINGS BY RETAILERS OF AMERICA. Retail stores the country over will feature millinery windows and departmental displays. For promotional material, etc., contact: Miss Margery Hartman, Millinery Stabilization Commission, 1450 B'way, N.Y.C., CH. 4-6547.		
Tuesday March 23 1:00 P.M. Luncheon	ADVANCE SPRING AND SUM- MER COLLECTION OF FURS This fine furrier from Vienna (17 E. 55th St.) whose clientele includes Greta Garbo, Luise Rainer, and noteworthy American women of fashion, will show Spring and Summer furs with hats by Suzanne et Roger (24 E. 64th St.). Open to public. Luncheon, \$2. Press by invitation. Rainer and Suzanne Publ.: Viola Shefer, PL. 3-2116. Ritz Publ.: Marion Morrison, PL. 3-4600.	ALFRED RAINER, FURS SUZANNE ET ROGER, HATS	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 24 1:00 P.M. Luncheon	SPRING OPENING: CUSTOM- ORDER COATS, DRESSES, HATS Open to public. Luncheon, \$2. Press by invitation. Miss Grace, PL. 8-1390.	LANGE INC. (20 E. 57TH ST.) Lange Publicity: Ted Saucier, EL. 5-3000.	WALDORF ASTORIA HOTEL SERT ROOM
Monday March 29 3:30 P.M.	PRESS PREVIEW: ADVANCE LOOK AT FALL COLLECTION This is a "strictly by invitation" preview for the Press. It will be followed by a presentation to the Trade on Tuesday, March 30th at 2 P.M. by appointment only. Cost is \$100 and admits head of the firm, plus one designer. Copying of four models included in cost. Two surprise collections by two top-flight California designers will be shown with the Howard Greel Collection. Publicity: Mrs. Beatrice Sterling, 277 Park Ave., WI. 2-7494.	HOWARD GREER	ASTOR HOTEL, SUITE 168-70 B'WAY AT 45TH STREET
Tuesday March 30 1:00 P.M. Luncheon	HATS LOOKING TOWARD SUMMER A Florell show can always be depended upon to have showmanship, flair and dramatic hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0896. Ritz: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 30 3:30 P.M.	PRESS PREVIEW: OPENING NEW WOMEN'S SHOP This is a new floor lay-out and simplification of all women's clothing needs. Expect surprises. Press by invitation. Publ.: Miss Epstein, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET 5TH FLOOR
Wednesday March 31 1:00 P.M. Luncheon	DE LUXE TAILORED FASHIONS Collection of advance Spring and Summer suits. Open to public. Luncheon, \$2. Press by invitation. Knize Publicity: Viola Shefer, PL. 3-2116. Waldorf Publicity: Ted Saucier, EL. 5-3000.	KNIZE INC. (20 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Friday April 2 Time Later	PRESS PREVIEW: 8TH ANNUAL PHOTO EXHIBIT Exhibit of hundreds of pictures covering most eventful years in history. Prizes for eight classifications, for actual work and honorable mention. Spot news and future news photos exhibited with awards in each group. Also demonstration of some of the news photographs fast timing. Press preview, by invitation. Open to public from Saturday, April 3rd through May 3rd. Admission, 28¢. Contact: Mr. Clinton Thomas, CI. 6-2075.	PRESS PHOTOGRAPHERS' ASSOCIATION OF NEW YORK	MUSEUM OF SCIENCE & IND. RCA BLDG., ROCKE. PLAZA
Friday April 2	NEWSSTAND DATE: APRIL GLAMOUR'S "MOST FOR YOUR MONEY" ISSUE, 420 LEXINGTON Packed with shopping strategy for the career girl and showing her how accessories can put a whole new face on fashion, thus under-scoring the new importance of hats, bags and gloves in a war-time wardrobe. To tie-in, contact: Peggy Sweet, Merchandise Editor. Publicity: Albert Kornfeld, Conde Nast Publications, MO. 4-7500.		
Tuesday April 6 1:00 P.M. Luncheon	BRIDAL TROUSSEAU LUNCHEON SHOW Open to public. Luncheon, \$2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday April 8 10:00 A.M. On.....	ANNUAL KNIT OUTER- WEAR CONVENTION A timely survey of what's available in all outerwear including men's, women's and children's. Open to members of industry. No admission cost, but dinner served in Ballroom at \$6.50. Contact: Mr. Michaelson, Nat'l Knit Outer-Wear Assoc., 386 4th Ave., AS. 4-7520.	NATIONAL KNIT OUTER- WEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 45TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 8- May 8	OPENING: JAMAICA SPRING RACE MEET General admission, \$1.50;	METROPOLITAN JOCKEY CLUB Clubhouse, \$4.00. Contact:	JAMAICA TRACK JAMAICA, LONG ISLAND MA. 4-1940.
Friday April 9	CIRCUS COMES TO TOWN Publicity: Roland Butler, but until April 7th,	RINGLING BROS., BARNUM & BAILEY CIRCUS Mr. Griffin, CO. 5-6791.	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Tuesday April 13 1:00 P.M. Luncheon	SUMMER COTTON CLASSICS Open to public. Luncheon, \$2. Press by invitation. Cotton Shop Publicity: Rosemary Sheehan, CO. 5-3147.	THE COTTON SHOP INC. (543 MADISON AVENUE) Ritz Publicity: Marion Morrison, PL. 3-4600.	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 13 1:00 P.M. Luncheon	ANNUAL "EASTER PARADE" FASHION SHOW 15 leading American designers, including Nettie Rosenstein, Joseph White- head and (other names to follow), will be represented in the annual "Easter Parade" luncheon fashion show to be given for the benefit of the Nearly New Shop. As usual, the 15 day nurseries and children's charities which this shop supports will share in the benefits. Fashion show under direction of June Hamilton Rhodes, Bureau of Fashion Trends. Admission, \$3.75 (incl. tip and tax). Chairman; Mrs. Ralph West Robey, CI. 7-0039. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.	NEARLY NEW SHOP (917 8TH AVE.)	WALDORF ASTORIA HOTEL GRAND BALLROOM
Tuesday April 20 1:00 P.M. Luncheon	EXCLUSIVE SUMMER FASHIONS Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL INC. (10 WEST 57TH ST.) Ritz Publicity: Marion Morrison, PL. 3-4600.	RITZ CARLTON HOTEL OVAL ROOM
Monday May 17 May 22	1943 NATIONAL COTTON WEEK In line with current trend toward streamlining trade events for the dura- tion, this year's National Cotton Week has been shortened from ten to six days. "Cotton's vital and many-sided war-time role should be a timely and productive merchandising theme for wholesale and retail merchants and others participating in the 1943 observance of Cotton Week." The official 16" x 19 ³ / ₄ " red, white and blue poster will be supplied on request for display in stores, showrooms and public places by the Cotton Textile Institute, 320 Broadway, N.Y.C. Consult the Institute also on other merchandising tie-ins now being arranged. Publicity: Virginia Jewel, WO. 2-0270.	SPONSORED BY COTTON TEXTILE INSTITUTE & NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY

<u>DATES AHEAD</u>		<u>RED LETTER WEEKS</u>	
Mar. 10	ASH WEDNESDAY (LENT BEGINS)	Mar. 12-18	GIRL SCOUT ANNIVERSARY WEEK
Mar. 15	FEDERAL TAX DUE (Mon.)	Mar. 15-20	NATIONAL HOBBY WEEK
Mar. 17	ST. PATRICK'S DAY (Wed.)	Apr. 1-7	CONSERVATION WEEK
Mar. 21	1ST DAY OF SPRING (Sun.)	Apr. 3-10	NATIONAL BASEBALL WEEK
Apr. 1	APRIL FOOL'S DAY (Thurs.)	Apr. 4-10	NATIONAL DISPLAY WEEK
Apr. 6	ARMY DAY (Tues.)	Apr. 19-24	NATIONAL GARDEN WEEK
Apr. 14	PAN-AMERICAN DAY (Wed.)	Apr. 25-5/1	NATIONAL BABY WEEK
Apr. 18	PALM SUNDAY	Apr. 26-5/1	NATIONAL FOOT HEALTH WEEK
Apr. 20	1ST DAY OF PASSOVER (Tues.)	May 1-8	AMERICA'S HOME WEEK
Apr. 23	GOOD FRIDAY	May 1-8	NATIONAL EGG WEEK
Apr. 25	EASTER SUNDAY	May 2-9	NATIONAL MUSIC WEEK
May 9	MOTHER'S DAY (Sun.)	May 17-22	NATIONAL COTTON WEEK
May 15	STRAW HAT DAY (Sat.)	June 21-26	NATIONAL SWIM-FOR-HEALTH WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Friday.....PREMIERE: "FRANKENSTEIN MEETS THE WOLF MAN" (Movie) RIALTO, B'WAY AT 43RD ST.
 March 5 This is Universal's blood and thunder mystery picture with Lon Chaney, Jr., Ilona Massey, Bela Lugosi, etc. Publicity: Ruth Morrow, CI. 7-7100.
IMPORTANT OPERAS OF THE WEEK
- Sunday.....8:30 P.M. GALA PROGRAM, BENEFIT ISRAEL ZION HOSPITAL, MET. OPERA HOUSE
 March 7 This is a benefit concert with leading Metropolitan singers, Met. orchestra and ballet in excerpts from "Pagliacci", "Traviata", "La Boheme" and "Aida".
- Tuesday....7:30 P.M. UNABRIDGED RING CYCLE METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 March 9 Third and last performance of Wagner's "Goetterdaemmerung".
- Friday.....1:30 P.M. SPECIAL STUDENT PERFORMANCE METROPOLITAN OPERA HOUSE " " " "
 March 12 Under Metropolitan Opera Guild. Mozart's "Marriage of Figaro". This is fourth and last performance.
- Saturday...8:00 P.M. FIFTH AND LAST PERFORMANCE OF BIZET'S "CARMEN" MET. OPERA HOUSE
 March 13 Publicity: Constance Hope, PL. 3-3390.
- Tuesday...BROADWAY PREMIERE: "TALES OF HOFFMAN" MAXINE ELLIOT THEATRE, 109 W. 39TH ST.
 March 9 The Shoe String Opera Co. moves to Broadway with Offenbach's "Tales of Hoffman". This Opera Co. is a non-profit organization made up of young American singing actors. Dean Dixon will conduct. Popular prices. Contact LA. 4-5137.
- Wednesday..PREMIERE: "MEN IN SHADOW" MOROSCO THEATRE, 217 WEST 45TH STREET
 March 10 A war melodrama now running in London, presented here by Max Gordon, featuring Roy Hargrave. Costumes by Eaves. Publicity: Nat Dorfman, ME. 3-0858.
- Wednesday..PREMIERE: "THE YOUNG MR. PITT" (Movie) ROXY THEATRE, 7TH AVE. AT 50TH ST.
 March 10 20th Century Fox's historic biography of the young British statesman with Robert Donat; and Miss Grace Moore, Opera star will appear in person as guest performer with this new picture. She will sing a specially arranged program including many of her earlier hit numbers. Miss Moore's costumes by Hattie Carnegie. Publicity: Jeanette Sawyer, CI. 6-0950.
- Thursday...PREMIERE: "STAND BY FOR ACTION" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
 March 11 MGM's Navy epic starring Robert Taylor, Charles Laughton, etc. The Capitol is inaugurating stage shows this same week with an "in person" act of famous radio, stage and screen personalities. MGM Publicity: Lou Smith, BR. 9-7800.
- Friday.....PREMIERE: "THE HARD WAY" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
 March 12 This Warner Bros. picture stars Ida Lupino, Joan Leslie, Dennis Morgan and Jack Carson. Fashions by Orry-Kelly. Publicity: Eve Siegel, CI. 6-1000.
- Friday.....PREMIERE: "FORVER AND A DAY" (Movie) RIVOLI THEATRE, B'WAY AT 49TH STREET
 March 12 An all-star cast in RKO's romantic English drama of Napoleon's time, including Ida Lupino, Herbert Marshall, Charles Laughton, Ray Milland, Anne Neagle, Roland Young, Claude Rains, Merle Oberon, etc. Costumes by Walter Plunkett, Renie, and Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.
- Tuesday....PREMIERE: "THE FAMILY" WINDSOR THEATRE, 157 W. 48TH STREET
 March 23 Dramatized and produced by Oscar Serlin. This Victor Wolfson novel made into a play will feature Lucille Watson, Evelyn Vardin, Elisabeth Fraser, Carol Goodner and Yung Ying Hsu. Costumes by Caroline Hancock. Publicity: Harry Forward, CI. 5-6371.
- Tuesday....PREMIERE: "WATCH ON THE RHINE" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND ST.
 March 24 This is Warner Bros. movie version of the Lillian Hellman stage success which played so long in New York. Starred are Bette Davis and Paul Lukas. Costumes by Orry-Kelly. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday..PREMIERE: "RICHARD III" FORREST THEATRE, 230 WEST 49TH STREET
 March 24 Only Shakespeare drama of the season staged by Theatre Productions. George Coulouris will have title role. Costumes by Motley. Publicity: Frank Goodman, LA. 4-0968.